

Program	BS PR & Advertising	Course Code	PRAD-209	Credit Hours	3
Course Title	PRODUCTION SOFTWARE & GRAPHIC DESIGNING				
Course Introduction					
By mastering these production software and graphic design tools, students of PR and Advertising can effectively create visually appealing content, manage campaigns efficiently, and showcase their creative skills in the industry.					
Learning Outcomes					
Upon mastering design and production tools relevant to Public Relations (PR) and Advertising, students will demonstrate proficiency in using Adobe Creative Cloud Suite to produce high-quality images, graphics, layouts, and videos suitable for diverse media platforms. They will create visually appealing designs with Canva that adhere to design principles and communicate effectively. Additionally, students will craft professional documents and presentations using Microsoft Office Suite, conveying complex information clearly. They will illustrate competency in UI/UX design through tools like Sketch and Figma by developing user-friendly digital interfaces. With GIMP, they will perform advanced photo editing and manipulation of raster graphics. Proficient in Google Web Designer and Adobe Spark, students will produce interactive web-based ads and engaging social media graphics. Using Hootsuite and Buffer, they will schedule and analyze social media campaigns, demonstrating best practices for audience engagement. Students will showcase creative problem-solving skills in design projects, continuously reflecting on their processes to identify improvements. Ultimately, they will compile a professional portfolio to highlight their skills and project work, effectively preparing them for successful careers in the competitive fields of PR and Advertising.					
Course Content			Assignments/Readings		
Week 1-5	<ol style="list-style-type: none"> 1. Adobe Creative Cloud Suite: Adobe Creative Cloud offers a comprehensive suite of professional design and production software tailored for PR and advertising professionals. Essential applications include: <ol style="list-style-type: none"> 1.1. Adobe Photoshop: For image editing and manipulation. 1.2. Adobe Illustrator: For vector graphics and logo design. 1.3. Adobe InDesign: For layout design and publishing. 1.4. Adobe Premiere Pro: For video editing and production. 1.5. Adobe After Effects: For motion graphics and visual effects. 2. Canva: Canva is a user-friendly online design tool that allows students to create professional-looking graphics, presentations, posters, and social media posts without extensive design skills. 3. Microsoft Office Suite: Microsoft Office includes essential tools like Word, PowerPoint, and Excel, which are often used for creating written content, presentations, and data analysis. 				
Week 6-11	Graphic Design Software: <ol style="list-style-type: none"> 4. Sketch: Sketch is a powerful vector graphics editor specifically designed for UI/UX design. It's widely 				

	<p>used for designing digital interfaces and mobile app layouts.</p> <p>5. Figma: Figma is a collaborative interface design tool that allows students to create, prototype, and collaborate on designs in real-time. It's ideal for team projects and remote collaboration.</p> <p>6. Affinity Designer: Affinity Designer is a professional-grade vector graphics editor that offers a cost-effective alternative to Adobe Illustrator. It's known for its intuitive interface and robust feature set.</p> <p>7. CorelDRAW Graphics Suite: CorelDRAW is a versatile vector graphics editor that provides comprehensive tools for illustration, layout, photo editing, and typography.</p> <p>8. GIMP: GIMP (GNU Image Manipulation Program) is a free and open-source raster graphics editor suitable for tasks like photo retouching, image composition, and graphic design.</p>	
<p>Week 12-16</p>	<p>Additional Tools:</p> <p>9. Google Web Designer: Google Web Designer is a free tool for creating interactive HTML5-based designs and advertisements. It's particularly useful for students interested in digital advertising and web design.</p> <p>10. Pixlr: Pixlr is an online photo editing tool with a wide range of features, from basic adjustments to advanced effects and filters. It's convenient for quick edits and modifications.</p> <p>11. Adobe Spark: Adobe Spark is a suite of online design tools for creating social media graphics, web pages, and short videos. It's user-friendly and suitable for students who want to create engaging visual content quickly.</p> <p>12. Hootsuite: Hootsuite is a social media management platform that allows students to schedule posts, monitor social media activity, and analyze campaign performance across multiple channels.</p> <p>13. Buffer: Buffer is another popular social media management tool that simplifies the process of scheduling and publishing content on various social media platforms.</p>	
Textbooks and Reading Material		
<ol style="list-style-type: none"> 1. "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips 2. "Thinking with Type" by Ellen Lupton 3. "The Elements of Graphic Design" by Alex W. White 4. "Steal Like an Artist" by Austin Kleon 5. "Adobe Photoshop Classroom in a Book" by Andrew Faulkner and Pamela Pfiffner 6. "Adobe Illustrator Classroom in a Book" by Brian Wood 7. "Adobe InDesign Classroom in a Book" by Kelly Kordes Anton and John Cruise 8. "The Non-Designer's Design Book" by Robin Williams 9. "Don't Make Me Think" by Steve Krug 		

10. "The Design of Everyday Things" by Don Norman

Additional Resources

11. "Behind the Book: A Guide to Graphic Design in Print" by Lisa H. McCarthy

12. "Creative Workshop: 80 Challenges to Sharpen Your Design Skills" by David Sherwin

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.